AMENDMENTS TO THE CLAIMS

Listing Of Claims:

1. - 6. (Canceled)

7. (Currently amended) A method of improving customer loyalty via **real time** generation and provision **to a customer** of a customer incentive report remote from a point of sale, said method comprising:

utilizing a computer to execute a plurality of steps, the steps comprising:

selecting a product information related to a product;

storing a purchase information related to the purchase of the product by a customer;

storing a customer information related to the customer, the customer information associating the customer with the purchase;

storing a promotion information related to a promotion of the product, the promotion being independent of the customer information, wherein the promotion information includes both current and future promotional incentives;

determining an intersection of the promotion information, the purchase information, and the customer information and storing the intersection in a database as the customer incentive report;

wherein the database comprises a first table containing the product information, a second table comprising the purchase information, and a third table comprising the promotion information and a reference to a row of at least one other table in the database; and,

following the determining step:

fashioning the second table responsive to an item identifier attribute of the first table; and

picking at least one row from the first table or the second table; and,

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receiving an identifier comprising at least a portion of the first table; and

fashioning the third table with the identifier.

8. (Canceled)

9. (Currently amended) The method of ~~claim 8~~ <u>claim 7</u> wherein the delivery step comprises delivery of a computer-readable copy of the customer incentive report to the ~~corresponding user~~ <u>customer</u>.

10. (Currently amended) The method of ~~claim 8~~ <u>claim 7</u> wherein the delivery step comprises delivery of a printed copy of the customer incentive report to the ~~corresponding user~~ <u>customer</u>.

11. – 15. (Canceled)

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